## WHAT IS CLAIMED IS:

broadcasting characterized by broadcasting a reception screen and a program for controlling the sound suited to this screen to a receiver by using data broadcasting band in television broadcasting, and also broadcasting images of one channel of program and broadcast contents of plural programs used in data broadcast in the sound broadcasting band usually in combination to the receiver, and, at the receiver, selecting one desired program from the combined image and sound mixed signals of plural programs by the program already received, and displaying on the screen of the receiver and delivering the sound of this screen.